GUIDELINES FOR SIGNAGE

NOT SUBJECT TO REVIEW AND APPROVAL

Anything related to signage is exempt, except as noted in "Subject to Review and Approval." Examples of exemptions include:

- **Incidental signs** (i.e. "Open," "Sale," "Parking Full," etc.)
- **Changes to existing signs that do not need sign permits.**
- **Home Occupation signs** (must meet zoning ordinance).
- **Wording, color, lighting and graphics on signs.**
- **Real Estate, construction, special event and other temporary signs.**

SUBJECT TO REVIEW AND APPROVAL

- **Business signs that need a sign permit** (as defined in the zoning ordinance).
- **Advertising signs** (as defined in the zoning ordinance).
- **Signs painted on buildings.**
- **Freestanding pole and ground signs.**
- **Any signs that need a zoning variance.**

GUIDELINES

The following guidelines relate to the above actions. They are enforceable by the IHPC for the above actions that are "Subject to Review and Approval." These guidelines may be less comprehensive and less restrictive than for an Historic District.

RECOMMENDED:

1. The location of signs on commercial buildings should conform with the traditional placement of signs on such buildings. On historic buildings, the appropriate place is often on the lintel strips above the store front or possibly the transom panels above display windows. For newer buildings, continuous areas immediately above the top of the storefront offer possibilities. These areas should determine the size of the signage and lettering.

2. The location, size, scale, and shape of the sign should be compatible with the building and the surrounding area.

3. Fabrication should be done with quality materials and craftsmanship, and the lettering styles should be legible, message should be simple

4. A majority of the sign face should contain the business name and image.

5. Window signs are signs that are affixed to or located on the interior side of a window, in such a manner that the purpose is to convey the message to the outside. These signs should either be handpainted or silk-screened to the glass. Pre-cut lettering may also be used. Size and scale of the sign should relate to the window opening size. Allow at least eighty percent (80%) visibility through the window.

6. Lighting for signage should be subtle and be compatible with the historic character of the district. It should not unduly detract from nor disturb the historic character of area.

7. Awning and canopy signs should be affixed flat or flush to the surface and scaled so as to not dominate the awning or canopy. Generally, the lettering should be restricted to the face of the projection.

8. Non-historic signs should be removed when they no longer relate to the activities being conducted or when a business use ceases.

9. Signs should comply with all applicable ordinances and regulations.

NOT RECOMMENDED:
1. Internally lighted signs and awnings.

2. Freestanding ground-mounted or pole signs, especially in residential areas. EXCEPTION: A free standing ground-mounted or pole sign may be considered appropriate when used to identify an historic resource that is open to the public. Such signs should be pedestrian-oriented and simple in design.

3. Billboards or other off-premises advertising signs are strongly discouraged. Billboards create a visual conflict with the environment due to their size, location, and general design. The removal of existing billboards is encouraged.

4. Signs which conceal architectural details.

5. Signs which have negative impact on buildings.

6. Listing of products and services (not to exceed 10% of sign face and not detract from primary business identification).

7. Box signs that are constructed as independent box-like structures.

8. Flashing, animated or talking signs are generally not recommended. EXCEPTION: Signs that incorporate flashing lights may be considered appropriate for theatres and cinemas only.

9. Roof signs.
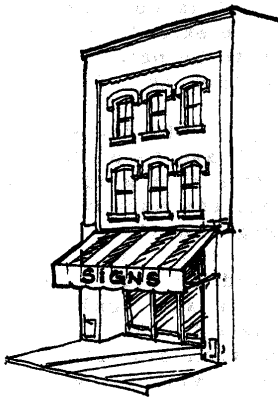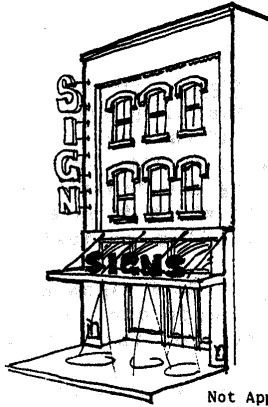
Appropriate

Not Appropriate

Appropriate

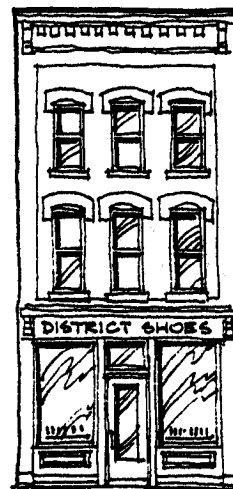Not Appropriate

Wall Sign   Appropriate

Roof Sign   Not Appropriate

Appropriate Placement
and Size

Inappropriate Placement
and Size

93